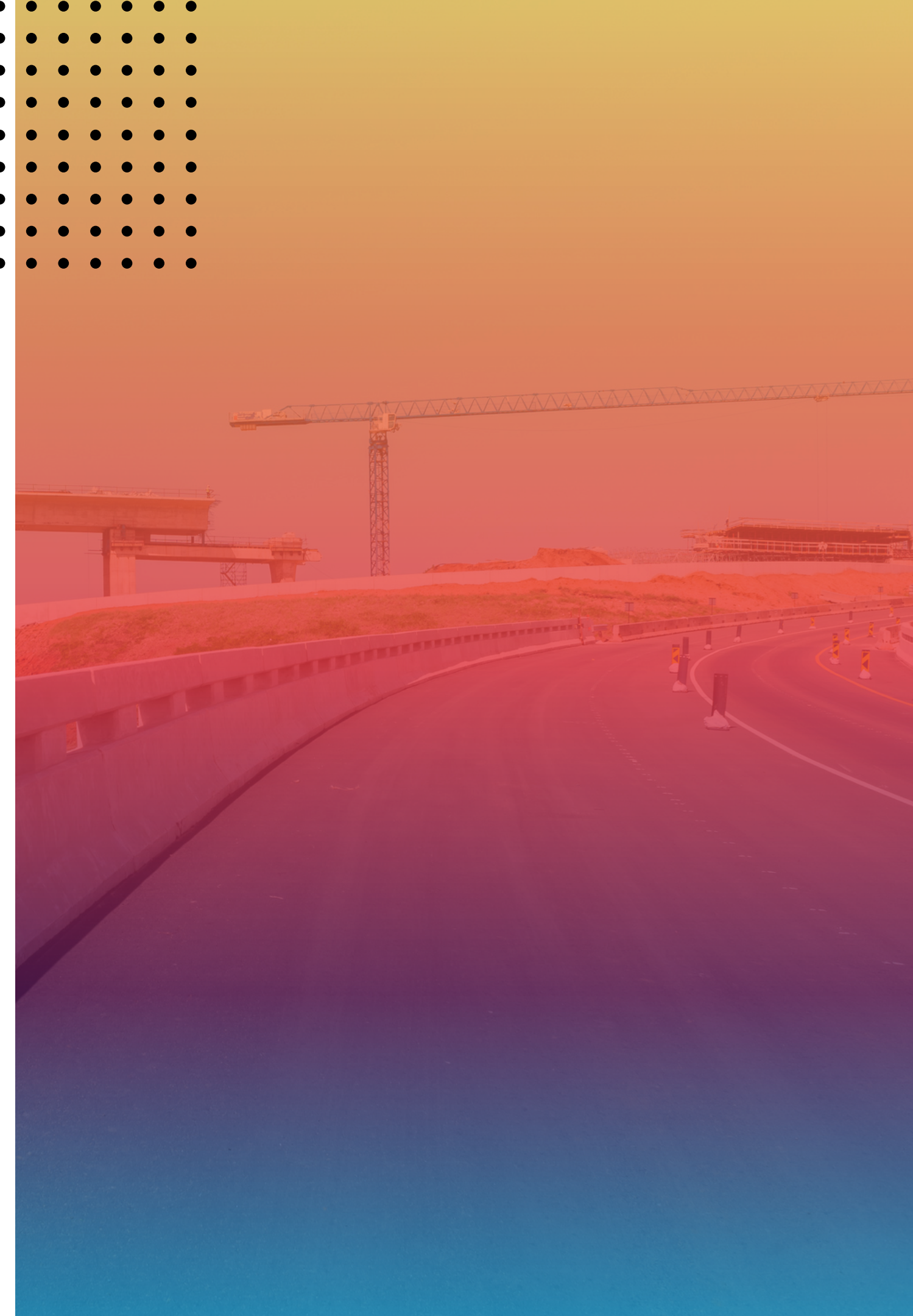
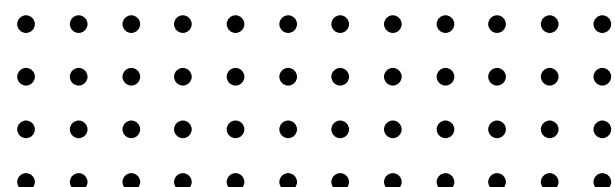
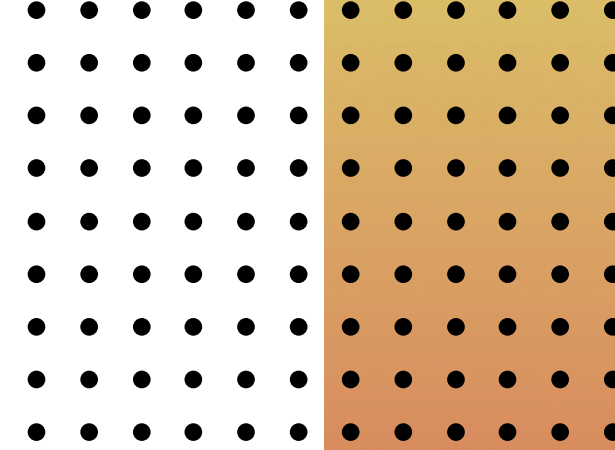




FY2026-FY2030

# Strategic Work Plan



# Mission & Vision

## Mission

AASHTOWare delivers software solutions through partnerships to enable transportation agencies to accomplish their mission.

## Vision

To be the premier source for innovative technology solutions for the transportation community.

# 4 Strategic Principles



## Innovation

Deliver innovative and high value products that meet member needs



## Member Experience

Provide seamless user interactions



## Internal Operations

Embody operational excellence



## Marketing and Advocacy

Build passion for AASHTOWare products

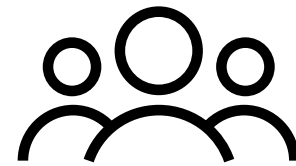
# STRATEGIC WORK PLAN INITIATIVES



## Innovation

*Deliver innovative and high value products that meet member needs*

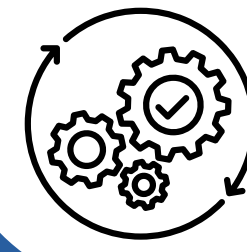
- ✓ Migrate all AASHTO products to the cloud
- ✓ Create roadmaps for each product informed by user feedback and agency expertise
- ✓ Develop data analytics strategy to support faster and user-informed product development
- ✓ Incorporate AASHTOWare OpenAPI into products to increase interoperability and user adoption



## Member Experience

*Provide seamless user interactions*

- ✓ Develop user-focused training program for new and modified features
- ✓ Streamline product procurement/renewal
- ✓ Enhance self-service options and streamline ticket resolution processes
- ✓ Create implementation best practice guidelines



## Internal Operations

*Embody operational excellence*

- ✓ Create Strategic Workplan Implementation Committee
- ✓ Enhance cybersecurity and data governance
- ✓ Improve Task Force efficiency
- ✓ Leverage volunteers strategically
- ✓ Align financial resources to capability gaps and key initiatives
- ✓ Enhance communications across AASHTO and AASHTOWare



## Marketing & Advocacy

*Build Passion for AASHTOWare Products*

- ✓ Grow AASHTOWare's online presence by designing and implementing a social media strategy
- ✓ Promote AASHTOWare products at Department of Transportation industry events, and universities
- ✓ Develop AASHTOWare as a community

